



USDA Weekly Retail Turkey Feature Activity

Fri. Oct 12, 2007

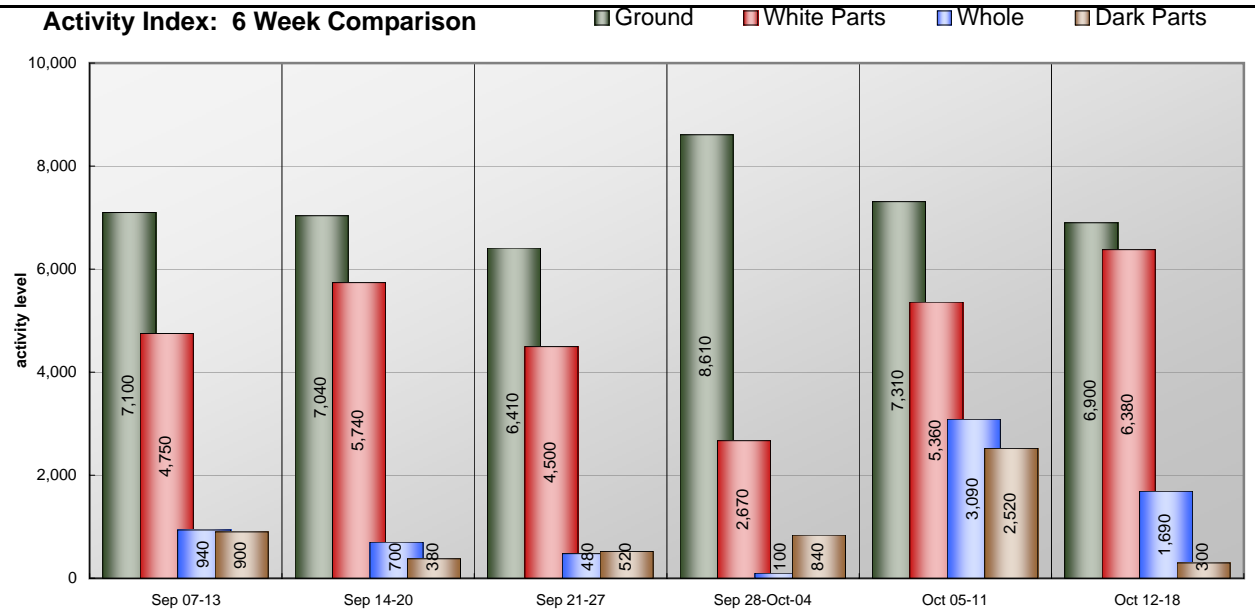
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/12 thru 10/18.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	58.5% of 17,000 outlets		57.8% of 17,000 outlets		44.3% of 17,000 outlets	
Special Rate 4/	8.6%		7.0%		4.2%	
Activity Index 2/	15,750		20,470		15,710	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	320	1.28	440	1.29	220	0.87
" - Toms						
Frozen - Hens	680	0.72	1,380	0.74	1,680	0.68
" - Toms	690	0.69	1,270	0.72	1,420	0.63
PARTS:						
Breast:						
Bone-in, whole						
Fresh	20	1.79	860	1.27	1,030	1.98
Frozen	400	1.68	700	1.84	30	1.08
Hotel Style						
Fresh			10	0.99	50	0.99
Frozen	20	0.99				
Split, bone-in						
Fresh			10	2.38	10	2.48
Rotisserie	1,980	7.45	1,580	7.42	1,810	8.06
Boneless, whole						
	20	3.99	240	4.69		
Cutlets	1,910	4.20	890	4.30	1,430	4.19
Cutlets, thin sliced	620	4.00	100	4.29	620	4.47
Strips			140	4.99		
Tenders	1,410	3.93	830	4.20	950	3.82
Marinated Tenders	400	4.27	2,190	3.75		
Drumsticks						
	50	1.48	1,110	1.33	120	1.38
Thighs	10	1.78	330	1.37		
Wings	50	1.44	690	1.28	110	1.39
Necks						
Smoked Drumsticks	170	2.02	130	1.59	30	1.44
Smoked Wings	20	0.99	130	1.59		
Smoked Necks			130	1.59		
GROUND TURKEY:						
Patties	670	2.46	1,120	2.60	880	2.61
Sausage	1,060	2.81	1,240	2.48	1,230	2.68
85% lean	1,100	1.82	920	1.95	530	1.46
93% lean	2,670	2.34	3,130	2.22	2,260	2.42
Breast	1,400	3.58	900	3.94	1,300	3.79
Rolls (frsh/frz 1 lb.)	80	1.04			--	--

Note: rolls not included in ground fresh ground turkey total and weighted average.

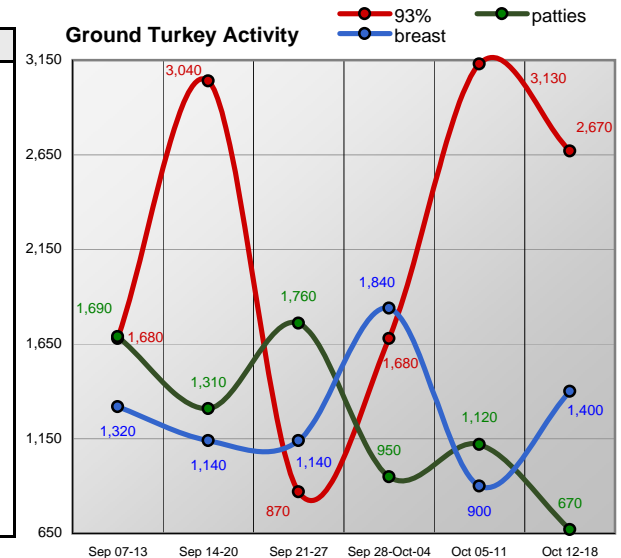
Activity Index: 6 Week Comparison



Turkey Featuring - 10/12 thru 10/18

Featuring of turkey continues to edge higher although stores offered fewer items this week. More attention is focused on Thanksgiving promotions and reward programs as stores gear up for November sales. Promotional activity slowed on whole turkeys and prices edged slightly lower. Offers on fresh bone-in breast are almost nonexistent and frozen bone-in breast activity is sharply lower this week. Ads for cutlets and tenders are more numerous and prices are more competitive. Offers of marinated tenders retreat from last week's strong showing and highly competitive prices. Promotions on dark parts are light, about the same level as the same week a month earlier. Ground turkey items continue to slip, especially 93% lean and patties. Offers increase on ground breast but at sharply lower prices.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: **FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/: **STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	55.8% of 7,950 sampled outlets 9.0% of stores w/ no-price promotions Activity Index = 7,740			52.1% of 5,300 sampled outlets 9.0% of stores w/ no-price promotions Activity Index = 2,910			72.8% of 3,750 sampled outlets 7.2% of stores w/ no-price promotions Activity Index = 5,020		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens							0.99 - 1.29	320	1.28
" - Toms									
Frozen - Hens	0.49 - 0.89	520	0.69	0.79 - 1.19	160	0.81			
" - Toms	0.49 - 0.89	530	0.69	0.69 - 0.89	160	0.70			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.79	20	1.79						
Frozen	1.29 - 1.79	130	1.77	1.29 - 1.79	270	1.64			
Hotel Style									
Fresh									
Frozen	0.99	20	0.99						
Split, bone-in									
Fresh									
Rotisserie	5.99 - 7.99	700	6.76	5.24 - 7.99	430	6.91	7.99 - 8.99	850	8.29
Boneless, whole	3.99	20	3.99						
Cutlets	3.29 - 3.99	1,190	3.96				4.54 - 4.99	720	4.61
Cutlets, thin sliced	3.99	610	3.99				4.79	10	4.79
Strips									
Tenders	2.79 - 3.99	510	3.93				2.69 - 4.99	900	3.94
Marinated Tenders	2.99 - 5.00	360	4.25				4.26 - 4.49	40	4.40
Drumsticks				1.29 - 1.78	50	1.48			
Thighs				1.78	10	1.78			
Wings				1.29 - 1.59	50	1.44			
Necks									
Smoked Drumsticks	2.29	120	2.29	0.99 - 2.29	50	1.38			
Smoked Wings				0.99	20	0.99			
Smoked Necks									
GROUND TURKEY:									
Patties	1.79 - 2.99	520	2.34	2.50	30	2.50	3.00	120	3.00
Sausage	2.23 - 2.46	380	2.39	2.45 - 3.59	580	3.07	2.46 - 2.99	100	2.87
85% lean	1.54 - 1.92	440	1.73	1.33 - 2.00	350	1.77	1.99	310	1.99
93% lean	1.53 - 2.68	1,190	2.15	2.08 - 2.63	490	2.43	1.99 - 2.80	990	2.53
Breast (99-100% lean)	2.99 - 3.84	480	3.38	2.99 - 3.33	260	3.29	3.19 - 3.99	660	3.84
Rolls (frsh/frz 1 lb.)				1.00 - 1.29	80	1.04			